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3 December 1954

Draft for Inclusion in the USIA's Public Advisory
Commission's Report to the Congress

"The Commission has followed with interest the effort of the Agency to reorganize and improve its program of research and evaluation, and to increase its utilization of intelligence information within the Government. We have read with interest the "Report of the Survey of Intelligence Needs and Assets of USIA" prepared by the Central Intelligence Agency at the request of the Director of the U. S. Information Agency. While it is still too early to judge, the Commission believes that the establishment of the new Office of Research and Intelligence, as recommended by the Survey, is a step forward. The Commission hopes that this new organization will be able to provide more facts and figures, not only to aid the Agency in making its program and policy decisions, but also for inclusion, when appropriate, in the output itself. The new procedures should permit more effective use of the vast amount of material available in the intelligence files of the Government.

"The Commission believes that the U. S. Information Agency is now more effectively tied into the intelligence community than at any time in the past.

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"The Commission particularly wishes to endorse the conclusions of the Intelligence Survey on the responsibility for evaluating the information program. The Commission agrees that the responsibility for evaluating the effectiveness of the information program cannot be separated from the executive responsibility for planning and operating the information program. We believe that the Office of Research and Intelligence has the responsibility only for providing objective and significant facts to all elements of USIA. These facts should be the basis upon which the responsible operating elements of the Agency, both in Washington and in the field, can base their judgment as to the effectiveness of the program, and can reach decisions as to what changes appear desirable in order to improve the program.

"The Commission believes that the separation of research from program evaluation clarifies the responsibility of all elements of the Agency."

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